Beyond data

The art and science of choosing your health economics and outcomes research partner.

In the dynamic world of life sciences, post-approval research is paramount to assess the value and effectiveness of newly approved drugs. Health Economics and Outcomes Research (HEOR) partners play a pivotal role in this process, offering crucial insights while helping to inform decision making.

For these reasons, choosing a suitable HEOR partner is essential. Life sciences firms should look for certain qualities to help identify the right partner. The graphic below highlights the top four traits of an ideal HEOR partner. **Learn about the top four traits and take our assessment to see if your partner is the right fit.**

The top four traits of an ideal HEOR partner

Trait 1
Knowledgeable
Expertly uses real-world data, knows its nuances, and avoids biases to craft high-quality evidence.

Trait 2
Investigative
Excels in analytics, applying advanced methods to large datasets for valuable, high-quality evidence.

Trait 3
Adaptable
Adapts to market shifts, guiding strategy adjustments for evidence presentation to payers and other stakeholders.

Trait 4
Strategic
Understands your value story, increases the impact of evidence, and fosters key health system collaborations.

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Is your HEOR partner truly a perfect fit? Take the assessment to find out.

Answer the following questions to determine if your health economics and outcomes research partner aligns with your needs. Each trait comes with a set of queries designed to reflect the real-world challenges and opportunities you'll face together.

Trait 1: Knowledgeable

1. Does your partner transform complex data into evidence that guides decision making?   ☐ Y   ☐ N

2. Do they possess a deep understanding of the strengths and limitations of their data sources required to generate robust real-world evidence?   ☐ Y   ☐ N

Trait 2: Investigative

1. Is their data prowess evident when handling, analyzing, and interpreting large volumes of information?   ☐ Y   ☐ N

2. Do they consistently recommend economic evaluations and study designs that elevate your product's value narrative?   ☐ Y   ☐ N

3. Does your partner employ the appropriate study designs to produce strong real-world evidence capable of passing scientific peer review?   ☐ Y   ☐ N

Trait 3: Adaptable

1. Do they seamlessly pivot with the changing healthcare landscape, keeping both your vision and payer needs in focus?   ☐ Y   ☐ N

2. Do they steer your product's value communication to align with evolving payer and health plan expectations?   ☐ Y   ☐ N

Trait 4: Strategic

1. Do they have a deep understanding of your product's value?   ☐ Y   ☐ N

2. Do they contribute insights to your evidence strategy that not just add to but multiply its impact to payers?   ☐ Y   ☐ N

3. Do they extend their reach to bring in collaborative research efforts with vital players in the healthcare system?   ☐ Y   ☐ N

Tally your answers to see how well your HEOR partner stacks up. The more affirmatives you have, the closer you are to having an HEOR partner who can meet and exceed your research collaboration expectations.

→ Yes: _____ No: _____

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